

Broadleaf Evergreens are NEW!

and when you use these lovely plants—which keep their leaves (not needles) throughout the year—you achieve a subtle and luxurious beauty not possible with other plants.

From our own severe trial plantings we have selected 12 varieties that are outstanding in hardiness, adaptability and beauty. But check our hardiness map to be sure the plants you desire are adapted to your locale.

Troubled with shady spots? Broadleaf Evergreens, as a class, endure shade for better than most plants.



OREGON GRAPE HOLLY

(*Mahonia aquifolium*)
(Hardy Zones 5 to 7, Max. Hgt. 5 ft.)

Easily grown, with shiny Holly-like leaves and clusters of yellow berries. This broadleaf evergreen is attractive and very durable in shade or sun. Excellent in the foundation planting. Ornamental foliage is useful for cutting purposes.

Four-year transplants, 12 inches, moss-balled.
Each \$1.60 Each Per 3 \$1.50 Each Per 6 \$1.40 Each Per 20 or More \$1.25



ROUND LEAF JAPANESE HOLLY

(*Ilex rotundifolia*)
(Hardy Zones 5 to 9, Max. Hgt. 6 ft.)

One of the finest new broadleaf evergreens for hedging purposes. Hardier and generally superior to other forms of Japanese Holly. If you have been wanting an evergreen hedge to enclose a patio, you will be delighted with this plant.

Rich, almost black green foliage contrasts well with other foundation plants such as Yews and Junipers. Readily trimmed to any desired shape. Evergreen foliage and black berries particularly striking against background of fresh snow.

Field-grown, 10 to 12 inches, moss-balled.

Each \$1.60 Each Per 3 \$1.50 Each Per 6 \$1.40 Each Per 20 or More \$1.25



STRAWBERRY COTONEASTER

(*Cotoneaster apiculata*)
(Hardy Zones 5 to 9)

Outstanding among the glamorous Cotoneasters—considered superior to any of the other low spreading forms. The berries are gorgeous, largest of the Cotoneasters so far as we know, brilliant glossy red and plenty of them to bring color to the garden through late summer, fall and winter, or until consumed by birds.

A truly delightful shrub for border or foundation planting.

2-yr. heavy transplants.

Each \$1.25 Each Per 3 \$1.15 Each Per 6 \$1.00 Each Per 20 or More \$0.90



ENGLISH BOXWOOD

(Hardy Zones 5 to 9, Max. Hgt. 10 ft.)

Use as a specimen or in hedging. Boxwood is a very slow grower and develops compactly without any trimming.

Will thrive in shaded locations and takes kindly to a peat moss mulch. Does not like harsh climate. Our plants are grown right here in Elsberry and will thrive wherever Boxwood is hardy.

Dwarf, dark green, 3-yr., twice transplanted, 6-9 in. Each \$0.75 Each Per 3 \$0.70 Each Per 6 \$0.60 Each Per 20 or More \$0.50



VIBURNUM BURKWOODI

(Hardy Zones 5 to 8, Max. Hgt. 5 ft.)

Called Gardenia-scented Viburnum because its delicate heads of pale pink bloom fill the garden with the fragrance of Gardenia on still summer evenings. Butterflies are attracted. Plant in full sun or partial shade and in well-drained, rich, moist soil. Several plants near together will create a heady, tropical fragrance that is delightful.

Moss-balled, 10 to 12 inches. Each \$2.00



AMERICAN HOLLY

(*Ilex opaca*)
(Hardy Zones 5 to 9, Max. Hgt. 30 ft.)

Everyone knows the American Holly and little needs to be said of its merits. It is our only native northern broadleaf evergreen tree and most gardeners agree it is our best.

Priceless at Christmas. Cutting boughs only increases the density and form.

Our plants are grown from selected northern types and are frequently transplanted to assure good planting results. Plant several to insure pollination and berry production.

Moss-balled, 10 to 12 inches. Each \$1.80 Each Per 3 \$1.60 Each Per 6 \$1.50



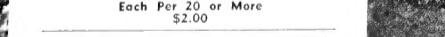
GLOSSY ABELIA

(*Abelia grandiflora*)
(Hardy Zones 5 to 9, Max. Hgt. 4 ft.)

Handsome broadleaf evergreen shrub forming long, towering canes. May till frost. Dense, glossy foliage excellent background for white, pink flushed masses of bloom.

Use generously in the foundation planting where a tall, well-tempered or greater trim, tidy hedge (set 2 feet apart) which requires a minimum of pruning. Will endure light shade and succeeds in any reasonably good garden soil. Truly a garden gem.

Field-grown, 3 times transplanted, 18-24 in. Each \$2.60 Each Per 3 \$2.50 Each Per 6 \$2.25 Institutional Price Each Per 20 or More \$2.00



ALSO SEE JAPANESE ANDROMEDA ON OTHER SIDE

Forrest Keeling

SELECTED

EVERGREENS, TREES,
FLOWERING SHRUBS,
for LANDSCAPING

BEST VARIETIES
at \$ SAVING PRICES!

FORREST KEELING
NURSERIES
Elsberry, Missouri

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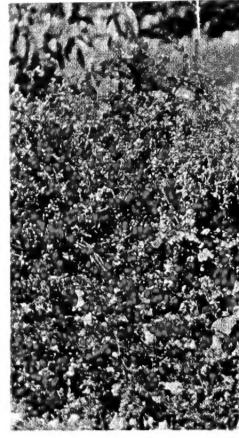
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U. S. Department of Agriculture

KEELING
GROWN
IS HARDY...

Broadleaf Evergreens are NEW!



Strawberry Cotoneaster



ROSE GARDENIA

(*Gardenia veitchii*)

(Hardy Zones 8-9, Max. Hgt. 3 ft.)

Well known winter blooming Gardenia used extensively by florists. Our plants are in bud and will soon furnish waxy white corsage blooms. Foliage rich, lustrous green.

Culture same as Geraniums. Can stand but few degrees of frost; so transplant indoors before killing frost this autumn.

Plants out of 3-inch pots, bushy.

Each \$0.75 Each Per 3 \$0.60



Scarlet Firethorn

(*Pyracantha coccinea*)

(Hardy Zones 5 to 9, Max. Hgt. 6 ft.)

Our Scarlet Firethorn is one of the hardiest strains we raise from seed, is one of the hardiest strains.

Abundance of brilliant berries is this plant's strong suit, as these berries linger on the plant well into the winter months. A raceme will be the plan to use against a fireplace or the corner of a building where mass effect is desired. Leaves will remain all winter in the southern states, but you may find some defoliation during the winter in the North. Our Scarlet Firethorn has such a abundance of red berries, nothing is more attractive against o' home!

Out of 6-inch pots, 8 to 10 inches.

Each Per 3 \$1.25 Each Per 6 \$1.10 Institutional Price Each Per 20 or More \$1.00

\$2.25 \$2.00

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Each Per 3 \$1.25 Each Per 6 \$1.10 Institutional Price Each Per 20 or More \$1.00

\$2.25 \$2.00



MAGNOLIA GRANDIFLORA

(Hardy Zones 6 to 9, Max. Hgt. 35 ft.)

No other broadleaf evergreen is like the fabulous Southern Magnolia—huge, leathery, evergreen leaves. Flowers are pure white, fragrant saucers 8 in. in diameter.

It is the "romantic Magnolia of the South" towers to 90 feet in southern range but is more often 20 or 30 feet when grown in the North.

We are considerably north of the Magnolia Grandiflora native range, yet our plants have thrived beautifully and are well acclimated. This plant is such a garden prize that it is worth planting in a protected spot even if you live in Zone 5.

Field-grown, moss-balled, 15 to 18 inches.

Each \$2.25 Each Per 3 \$2.00



WINTERBERRY

(*Euonymus potens*)

A wonderful broadleaved evergreen shrub. We are amazed at the way it will thrive in deep shade as well as sun.

Completely hardy. Use it generously in the foundation planting or for hedging or screening. Use it free-growing or sheared to any size or shape. Its rich, leathery foliage, white flowers in spring and masses of Bittersweet berries in fall and winter provide great garden charm.

Our type Winterberry is unusually dense and bushy and we have never had a better block of plants to offer.

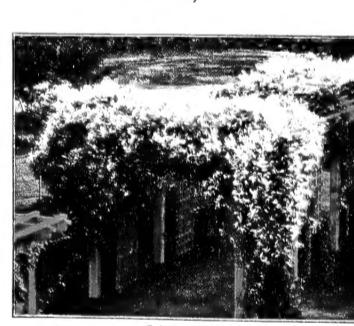
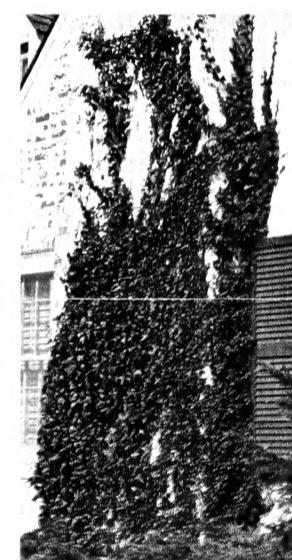
Field-grown, moss-balled, 18 in. spread.

Each Per 3 \$2.50 Each Per 6 \$2.40

Institutional Price Each Per 20 or More \$2.25

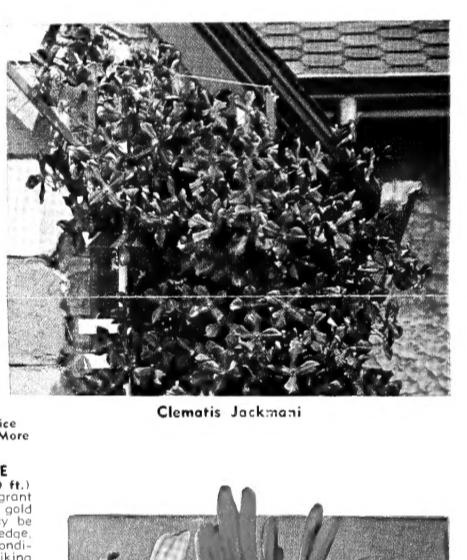
Varieties of A-1 merit that will fill almost any need. Whether you wish to glorify a trellis, soften brick or stone walls with that enduring "Hall of Ivy" effect, or clothe a problem embankment, you will find among these an outstanding vine to do the job—and quickly.

VINES ARE ESSENTIAL



Baltic Ivy

Baltic Ivy



Clematis Jackmani



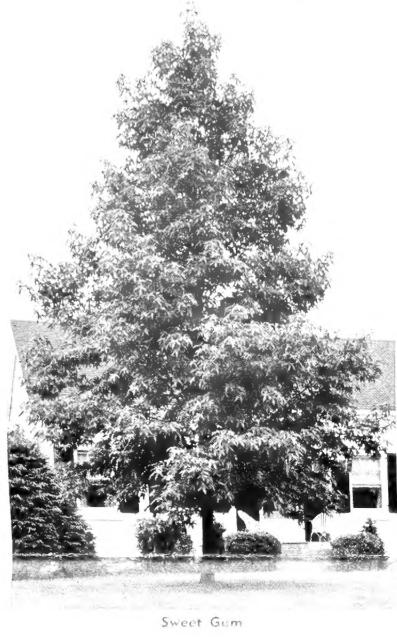
Goldflame Honeysuckle

Silver Lace Vine

Baltic Ivy

Outstanding

SHADE TREES



Sweet Gum

(Hardy Zones 3 to 9,
Max. Hgt. 120 ft.)

Our most beautiful shade tree. We consider Sweet Gum the most handsome tree we can offer that also possesses merits of rapid growth, freedom from disease, hardiness and wide adaptability. Its star-shaped leaves are unlike any other tree and no tree displays such a riot of autumnal colors. Growth is columnar and stately yet its branches spread enough to provide abundant shade. Clean, neat, with interesting corky bark.

Our moss-balled trees transplant perfectly.

Field-grown and bushy, 3 to 3 1/2 ft. moss-balled plants.

LITTLE LEAF LINDEN

(*Tilia cordata*)
(Hardy Zones 3 to 9, Max. Hgt. 90 ft.)

Our choice of all the trees in the Linden group because of its dense habit and tight pyramidal growth. Moderate growth rate. Fragrant yellowish flowers appear in July. Very hardy. Plant in sun or partial shade.

For permanent lawn specimen, or avenue tree, you can plant with confidence knowing this is one of the finest hardwood trees available.

Moss-balled, 3 to 3 1/2 ft., heavy caliper and branched.

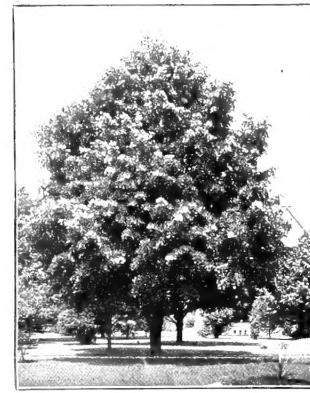


American Plane

AMERICAN PLANE
(*Platanus occidentalis*)
(Hardy Zones 3 to 9,
Max. Hgt. 100 ft.)

There are locations where one needs a shade tree that will grow into a big, robust fellow and here the Plane Tree fills the bill. It is also famous for tolerating city fumes and smoke.

Give the Plane plenty of growing room. You'll like the way it "makes up" in a hurry. The shaggy bark, showing pale green beneath, is a distinct feature not found in any other tree. Its mottled shade permits grass to grow beneath.



Little Leaf Linden

CHINESE CHESTNUT

(*Aesculus chinensis*)
(Hardy Zones 4 to 9, Max. Hgt. 150 ft.)

This new Chinese Chestnut is the most popular shade tree in the world. It is hardy, fast growing, and produces large, sweet, richly flavored nuts.

For permanent lawn specimen, or avenue tree, you can plant with confidence knowing this is one of the finest hardwood trees available.

Moss-balled, 3 to 3 1/2 ft., heavy caliper and branched.

SHADE TREES are the key feature of any landscape, and soon become priceless assets.

Whatever else you may forego, do not delay planting shade trees. Remember, a tree costing a couple dollars now will be irreplaceable for \$100 in a few short years.

Frame your home with shade trees. Spot two or three to use from the sizzling sun of afternoon. Plant no closer than 20 or 30 feet.

Choose several to meet your particular requirements and order planting—and while the list is intact.

ALL SHADE TREES

6 ft., field-grown	except where designated otherwise.	Institutional Price	
Each	Each Per 3	Each Per 6	Each Per 20 or More
\$2.25	\$2.15	\$2.00	\$1.75

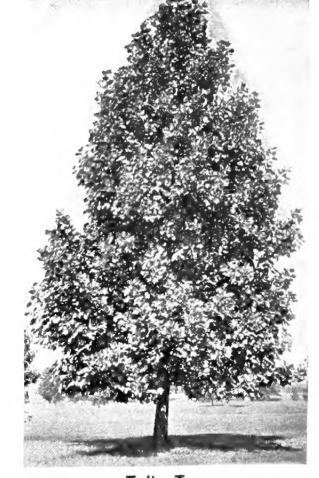


Thornless Honeylocust

THORNLESS HONEYLOCUST
(*Fraxinus pennsylvanica*)
(Hardy Zones 3 to 9,
Max. Hgt. 90 ft.)

For street and lawn planting this tree is one of the more favored to replace American Elm. Racemes of fragrant, creamy flowers appear in May. Lacy, delicate foliage lends an exotic effect. Excellent with modern architecture. A legume (like Clover), it actually feeds and encourages a rich turf.

It is rapid growing, perfectly hardy and at home in all types of soil. Definitely a shade tree of distinction.



Tulip Tree



Tulip Tree Flower

TULIP TREE

(Hardy Zones 4 to 9, Max. Hgt. 150 ft.)
The Tulip is a stately tree and a fine specimen for large open areas. It is not suited for restricted grounds. The tree is often over-sold on its Tulip-like flowers—these are rather inconspicuous and do not appear for several years after planting.

But it is a fine rapid-growing specimen shade tree with unusual leathery leaves. Prefers good soil. Do not confuse these fine, developed nursery-grown plants with collected wildlings that seldom live.

4 to 5 ft., field-grown.

CHINESE CHESTNUT

(*Aesculus chinensis*)
(Hardy Zones 4 to 9,
Max. Hgt. 60 ft.)

This is the new, improved Chinese Chestnut that has had all the favorable reports in national magazines recently. Large, sweet, richly flavored nuts are borne on trees when only 3 to 4 years old.

I have planted many trees of this new Chinese Chestnut right here at Elsberry and honestly believe it is the most practical nut tree to plant—others are too slow growing and too slow to bear.

Good form and rich, lustrous, shiny green leaves make it a splendid lawn and shade tree as well as nut tree.

Plant at least two trees for pollination in well-drained, sunny location. 4 to 5 ft., field-grown.

SPECIAL OFFERS



Introducing - GORGEOUS FRAGRANT HONEYSUCKLE HEDGE

A rare hedge item with a combination of qualities seldom found in any shrub. Throughout the spring and summer, white flowers will fill your garden with a delicate and bewitching fragrance. It is cold, winter, honeysuckle blossoms. The fragrant flowers appear with the last snows and because the foliage is semi-evergreen. Its masses of rubia fruits appear in early summer before almost any other shrub and are a welcome treat to nesting songbirds.

Fragrant Honeysuckle is clothed in lustrous foliage. Blue-green below and deep emerald above, the latter with white winter berries.

It is a compact, rounded shrub in full sun or partial shade and is not finicky as to soil. Adapted to city atmosphere where tender plants fail or to the sweeping winds of open countryside.

Its dense semi-evergreen character and moderate 6 to 8 foot height make it indispensable for background and border.

An eminent horticulturist writing of this variety says: "The stiff leathery, half-evergreen leaves are dark green and glossy. Its waxy, very fragrant flowers are another, coming at a time when few other flowers are in bloom. The fruit is produced about as early as fruit on any woody ornamental shrub, and is delicious if ripe. The plant has been used with good success as a clipped hedge."

Never before has it been possible to secure a Fragrant Honeysuckle hedge at such an attractive price. Our plants are bushy, full-of-vigor, full 18-24 inch fresh-dug from our own fields.

This introductory offer good only while limited supply lasts.

25 ft. HEDGE \$2.76

12 Extra Strong \$2.76

18-24 in. Plants

50 ft. HEDGE \$5.00

(24 Plants)

SIBERIAN ELM SCREEN

(*Ulmus pumila*)

Fastest growing screening you can plant. 5 feet growth per year is commonplace. Few trees are so drought-resistant and so well able to withstand the extremes of light that plague American Elm. We consider this plant much better for screening than Lombardy Poplar.

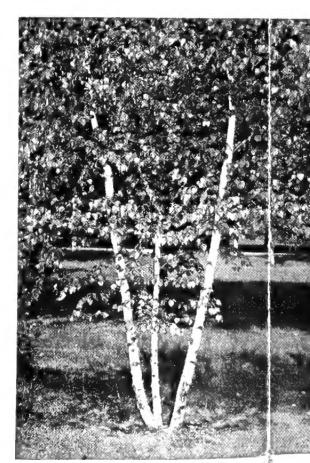
Use for screening, windbreak or high hedge. Plant 2 feet apart in single row for immediate effect.

2 to 3 ft., field-grown seedlings.

25 for \$2.00 100 for \$7.50 1000 for \$60.00



Siberian Elm Hedge



CLUMPS OF WHITE BIRCH

(Hardy Zones 2 to 5,
Max. Hgt. 60 ft.)

Our White Birch is the famous Paper Bark or Canoe Birch native to the northern woodlands—recognized as the best variety for clumps. Much superior to European variety generally offered. A clump of White Birch is invaluable for creating that informal natural atmosphere so desired in the landscape of today. Plant three trees in one hole for clump effect.

18-24 in. Seedlings

Per 3 Per 10 Per 30

\$1.00 \$3.00 \$8.00

GOLDEN WEPPING WILLOW

(Zones 2 to 9,
Max. Hgt. 36 ft.)

Finest of all Willows. Beautiful graceful branches sweeping to the ground. Gold-colored bark makes this tree attractive summer and winter. Effective as lawn specimen or around pools or streams. Very fast grower, requires no care—one of the most beautiful of all trees.

Field-Grown, 4-5 Ft. Trees

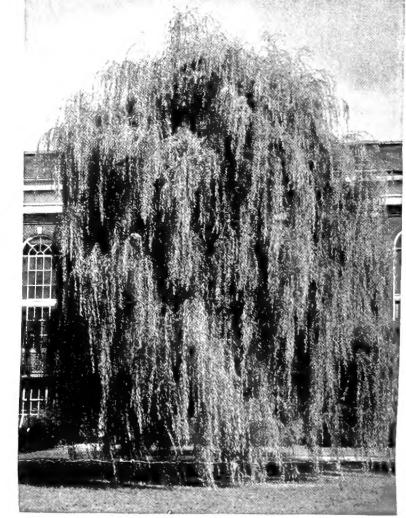
Each Each

Each Per 3 Per 6

\$1.00 95¢ 90¢

Institutional Price
Each Per 20 or More

75¢



Golden Weeping Willow

GUARANTEE

We guarantee each order will be filled with fresh dug stock of superior quality and we guarantee it will reach you safely and undamaged in a live, vigorous condition, ready to grow.

We further guarantee our plants to thrive for you if planted according to intelligent and reasonable care. You could not expect us to replace stock lost due to bad drainage, drought, carelessness or neglect on the part of the planter, which are common around our control. In the event of any loss for whatever reason we will, however, make your loss, and replace at one-half price any stock that fails to grow if you report by July 1st following planting.

Hugh Stevenson

FORREST KEELING NURSERY, Elsberry, Missouri



JAPANESE ANDROMEDA (*Pieris japonica*)

(Hardy Zones 5 to 7, Max. Hgt. 5 ft.)

Here is a four-season plant unsurpassed by any other in the broadleaf family. The creamy white pendulous clusters of blossoms appear in early April, followed by glossy summer foliage. In the fall rich tints of bronze color the leaves. Winter foliage stands out vividly against the snow. Andromeda will take to a half sun or fairly shaded situation. Unquestionably one of the very finest Broadleaf Evergreens.

Moss-balled, 18 inches, field-grown.

Each \$4.00 Each Per 3 \$3.75 Each Per 6 \$3.50

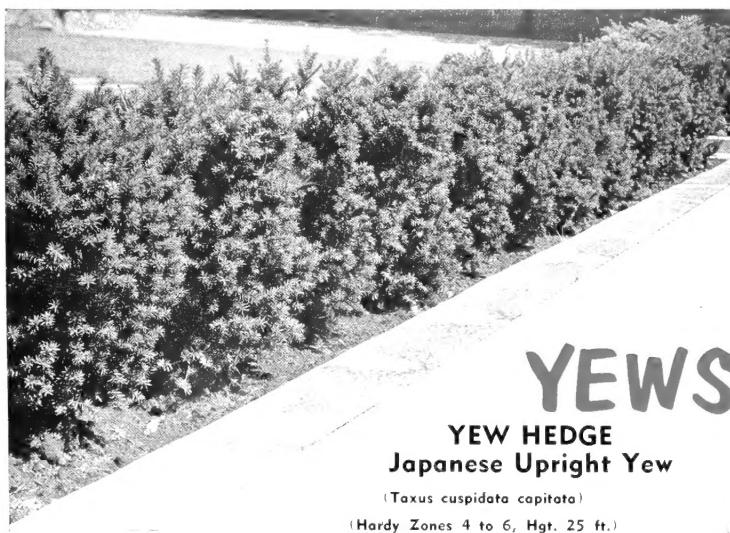
FORREST KEELING NURSERY
Elsberry, Missouri



Douglas Fir

Special Transplant Offer

8 to 10 in.	Each	Each Per 3	Institutional Prices
10 for \$1.50	25 for \$3.00	100 for \$10.00	\$2.25 \$2.15 \$2.00 \$1.75



YEWS
YEW HEDGE
Japanese Upright Yew

(*Taxus cuspidata capito*)

(Hardy Zones 4 to 6, Hgt. 25 ft.)

Yew is unexcelled for evergreen hedging. Shears beautifully, thrives in shade or sun. Fertile soil is important and good drainage essential. Only Holly or Boxwood can be compared with Yew as luxury hedging. For the first time, this year we offer potted Japanese Yews, bringing this superb hedging within reach of the most modest budget.

Out of pots, 9 to 12 in. transplants.

Each

75¢

Each Per 3

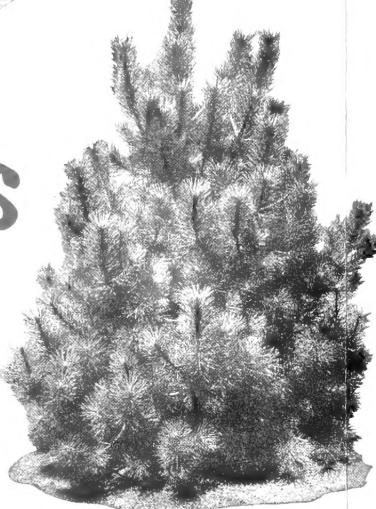
70¢

Each Per 25 or More

60¢



PINES-



ARBOR-VITAE

GREEN PYRAMID ARBOR-VITAE

(*Thuja occidentalis pyramidalis*)

(Hardy Zones 2 to 6, Max. Hgt. 25 ft.)

Very striking evergreen, with flat deep rich green foliage. Retains shape without shearing into natural pyramid form. For background plantings, or at building corners, or in front of pillars this kind of the Arbor-Vitae can't be beat. Definitely one of our most popular evergreens. Holds color all through the year.

Field-grown and moss-balled, 24 to 30 inches.

Each	Per 3	Each
\$3.25	\$3.00	\$2.75

Institutional Price
Each Per 10 or More
\$2.50



BLACK or AUSTRIAN PINE

(*Pinus nigra*)

(Hardy Zones 4 to 6, Max. Hgt. 70 ft.)

Most widely used Pine tree for ornamental planting. Excellent for backgrounds, windbreaks, screening. Shaggy, dark green foliage. Famous for resisting heat, drought and city smoke. **Prices below.**

PINE PRICES

This spring we have an unusually fine group of 3-year transplanted NORWAY PINE, AUSTRIAN PINE and SCOTCH PINE, your choice, at values you can't duplicate for trees of this size and quality (please allow us to substitute one variety in the likely event we are sold out when your order is received).

3-year transplants, 8 to 12 inches.	6 for	20 for	100 for
\$1.00	\$2.75	\$13.00	

Decorative JUNIPERS



SPINY GREEK JUNIPER

(*Juniperus excelsa stricta*)
This is not a first-rate evergreen but is such a trim and tidy fellow when young we decided to list it. We have a block of 1,000 12 to 18 inch plants as compact and shapely as you have ever seen. They are very good for doorstop, foundation, orn or windowbox planting, and the price you will note will make them go in a hurry.

Field-grown and moss-balled, 12 to 18 inches.

Each Each Per 3 Each Per 10

18¢ \$2.00

Institutional Price

Each Per 20 or More

\$1.75



WAUKEGAN JUNIPER

(Hardy Zones 2 to 5, Max. Spread 4 ft.)

We have selected this as the outstanding low, trailing, prostrate evergreen. Its steel-blue, needle-like foliage does not become so ragged with age as other low Junipers. Turns deep purple in fall.

Splendid for embankments, grave covering, softening concrete edges and elsewhere where a mat of luxuriant evergreen foliage is needed. Our plants are exceptionally nice this year. **Prices below.**



PFITZER JUNIPER

(Hardy Zones 4 to 9, Max. Spread 5 ft.)

Pfitzer Juniper is perhaps the most universally satisfactory and useful evergreen shrub of them all. We grow thousands of them and never seem to have enough. It is "just right" for so many locations.

Exceptionally handsome and hardy, its feathery grey-green foliage covers arching, spreading branches and makes it particularly useful in the foundation planting or as an informal border. It will stand considerable shade and is likewise drought resistant.

No other evergreen I know flourishes so well from the Gulf to the Great Lakes and from coast to coast.

We offer both the Green and the Blue forms. Specify color. Prices at left.

Any of our 3 Spreading Junipers, field-grown, moss-balled, full 15-18 in. spread—your choice in any combination.	Each	Each Per 3	Each Per 10
\$2.80	\$2.55	\$2.40	
Institutional Price	Each Per 30 or More		
\$2.25			



HARDINESS ZONE MAP OF THE UNITED STATES

Where Will It Grow?

Our Hardiness Zone Map, adapted from information compiled by Arnold Arboretum and U. S. Department of Agriculture, is the best means of indicating areas where any shrub or evergreen we list can be expected to thrive. From the map, find your own hardiness zone. Then note the zone designations after each variety listed. If the zones designated include your own, you can expect the variety to suit your climate.

Sometimes plants may be successfully grown outside their normal zone, particularly if given extra protection. For example, *Magnolia grandiflora* is a zone 6 plant but here at Elsberry, (near the northern edge of zone 5) we have been growing a northern strain successfully for several years. You should be wary of taking plants outside their designated zones, however, unless you are willing to experiment.

Of course, growth of our plants is controlled by factors other than minimum temperatures, on which this zone map is based. Ordinary good growing conditions are needed to make any plant thrive. Plants having protection against sweeping winds are generally favored, particularly during the establishment period. Well drained soil (more vital than soil fertility) is important to almost any woody plant, as roots must breath as well as tops. Mulching is always beneficial. These and other growth factors are mentioned in our plant descriptions where they are particularly important and are covered in greater detail in our planting instructions that accompany each shipment.

MAKING YOUR PLANTS THRIVE

It is easy to plant FOREST KEELING Evergreens and other plants and to make them thrive!

With every order we send our own leaflet on planting, fertilizing, watering and mulching to secure rich, lustrous growth.

Our varieties have been selected with resistance to disease and insects in mind, but our leaflet also tells how to control pests that may appear. Simple directions for pruning to develop and keep the growth form you want are included.

Green Pyramid Arbor-Vitae



COLORADO BLUE SPRUCE

(Hardy Zones 2 to 6, Max. Hgt. 40 ft.)

Sorry, we are sold out on Colorado Spruce for spring of 1954. We have thousands coming along all the way from one year to 6 years old. This fall we will have some dandies to offer.

Our 12 Favorite Flowering Shrubs



CARDINAL BUSH

(*Weigela* *varieckii*)

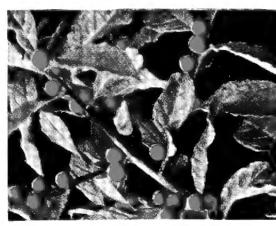
Hardy Zones 4 to 9, Max. Hgt. 6 ft.
New shrub, our favorite among many *Weigelas*, this lovely plant is virtually covered with hundreds of dark red bloom in late May. It is a real eye-catcher, and the plant throughout the summer. Withstands almost all climatic conditions and soils—plant in sun or partial shade. We think this is one of the best, hardiest, and lovely new shrubs we can offer you.



CHINESE HYBRID LILAC

(Hardy Zones 5 to 8, Max. Hgt. 8 ft.)

We have tried and examined about every variety of Lilac and for sheer lovely effect, ease of culture, modest size, good foliage and reliability in producing abundance of clear, lilac flowers, we rate this variety tops. At our mother's home we have a 50-foot screen of Chinese Hybrid Lilac that is a neighborhood delight each year. Most Lilacs, you know, take years and years to bloom but this Hybrid blooms first year and abundantly its second year.



DOUBLE PINK FLOWERING ALMOND

(Hardy Zones 4 to 9, Max. Hgt. 4 ft.)

Hundreds of tiny double pink flowers smother the branches of this dwarf shrub in early spring before leaves appear. Dark green foliage. Excellent, compact shrub for foundation planting.



Flowering Almond



ENCHANTMENT MOCK ORANGE

(*Philadelphus*, *Enchantment*)
(Hardy Zones 4 to 9, Max. Hgt. 8 ft.)

Another new shrub which certainly lives up to its name. Enchanting, large, double, white blooms which are very fragrant. Blooms freely in May and June. A big improvement over the old Mock Oranges. Plant in sun, and enjoy the beautiful blossoms and lovely fragrance. Plant this spring.

"CHRISTMAS BERRY"

(*Ilex* *verticillata*)
(Hardy Zones 2 to 9, Max. Hgt. 9 ft.)

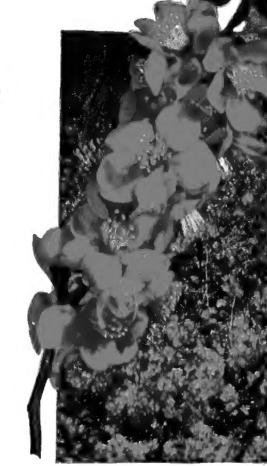
A true Holly but one whose leaves are replaced in winter with heavy masses of bright red berries that remain through the holiday season. In fact, berries appear while leaves are still green, presenting an attractive color combination. Good autumn foliage color. Very hardy. One of the really better shrubs and we recommend it to you highly. Field-grown, 18 to 24 inches.



HYDRANGEA, HILLS OF SNOW

(Hardy Zones 4 to 9, Max. Hgt. 4 ft.)

Easily our favorite *Hydrangea*. Covered with huge pure white heads of flowers, July to September, a fine solution for the shaded side of your house. Plants set out this spring will provide some bloom and a rolling mass of white next year. Field-grown, 18- to 24-inch clump.



RED FLOWERING QUINCE

(*Chaenomeles* "Red Bird")
(Hardy Zones 4 to 9, Max. Hgt. 6 ft.)

Remember your delight as a child in first viewing a Flowering Quince ablaze with bloom from inside out? I can still remember doing a "double-take" to see if the plant was actually on fire.

Plant breeders have improved the plant since then and our scarlet flowered form, "Red Bird" brings you a bushel of breath-taking bloom, garnished with varnished, dark green foliage.

Especialy suited for hedging or border, or to intersperse with evergreens in the foundation planting. (Field-grown, 18 to 24 inches.)



FRAGRANT HONEYSUCKLE

(*Lonicera* *fragrantissima*)
(Hardy Zones 4 to 9, Max. Hgt. 8 ft.)

Rare shrub whose creamy flowers will fill your spring garden with delicate and bewitching fragrance. Masses of ruby fruits appear in early summer before other shrubs—a most welcome treat for song birds. Plant in sun or partial shade, as its lustrous foliage, blue-green below and deep emerald above, persists well into winter. Dense semi-evergreen character and moderate 6 to 8 ft. height make it indispensable for background.



DWARF WINGED EUONYMUS

(*Euonymus alata* *compacta*)
(Hardy Zones 3 to 9, Max. Hgt. 4 ft.)

Finest dwarf shrub that we know today. The fall foliage is a vivid pink-crimson, with reddish berries. It is quite compact in growth and colors more brilliantly in the fall than any other plant in its family. Makes a splendid specimen and has been used in hedges requiring practically no clipping. Try a few Dwarf Euonymus this spring . . . next fall you'll be ordering more. 4-year plants, 10 to 15 inches.



American Highbush Cranberry

(*Viburnum* *trilobum*)
(Hardy Zones 2 to 8, Max. Hgt. 12 ft.)

Better known as the European Highbush Cranberry. A medium-sized shrub adorned with great clusters of brilliant red berries that appear in late summer and remain through the winter. Huge white flower clusters, 4 in. across, in early spring.

If you could offer you but one shrub for your border, or for screening, or background, we would be tempted to make it American Cranberry bush. It is more compact than other tall growing shrubs. A screen of a dozen plants can make your garden outstanding in the neighborhood.

BEAUTY BUSH

(*Kolkwitzia*)
(Hardy Zones 4 to 9, Max. Hgt. 10 ft.)

Truly a plant which lives up to its name, Beauty Bush is considered the showiest of the hundreds of introductions by E. H. Wilson of the Arnold Arboretum. A profusion of bell-shaped, shell-pink flowers appear in June, weighing down the arching, graceful branches with the abundance of bloom. Requires no special attention of any kind. A "must" for your flowering shrub bed.

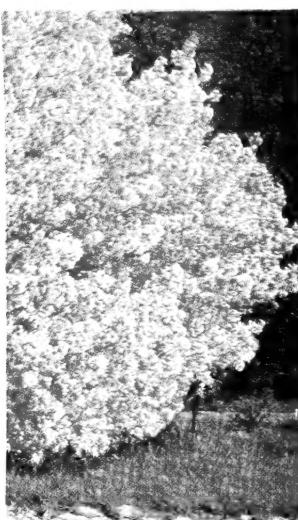


GOLDEN RAIN TREE

(*Kigelia* *pinnata*)
(Hardy Zones 5 to 9, Max. Hgt. 25 ft.)

Nothing so describes this tree as its name. In midsummer the whole tree is a veritable cascade of golden bloom. There are a number of trees along the highway above our nursery and every year astounded travelers stop in to ask the name. Interesting bladder-like pods follow the flowers. Only one other tree hardy in the North has truly yellow flowers. A splendid small tree for flower and light shade.

Field-grown, 5 ft.
Each Per 3 Each Per 6 or More
\$2.25 \$2.15 \$2.00



HOPA CRAB

(*Hardy Zones 4 to 6, Max. Hgt. 20 ft.*)
Finest of the Flowering Crabs—masses of rose-colored blossoms in May followed by large, crimson Crabs (cotton) all the way through the year not only highly decorative but are excellent for preserving making. Hopa is free of pests and blights that affect so many Crabs and is a good strong grower.

When this tree breaks into bloom you won't be able to find for anything the most reliable flowering tree for your grounds.

Field-grown, 4-5 ft., well branched.
Each Per 3 Each Per 6 Each Per 6
\$2.25 \$2.00 \$1.90

Institutional Price, Each Per 20 or More
\$1.75

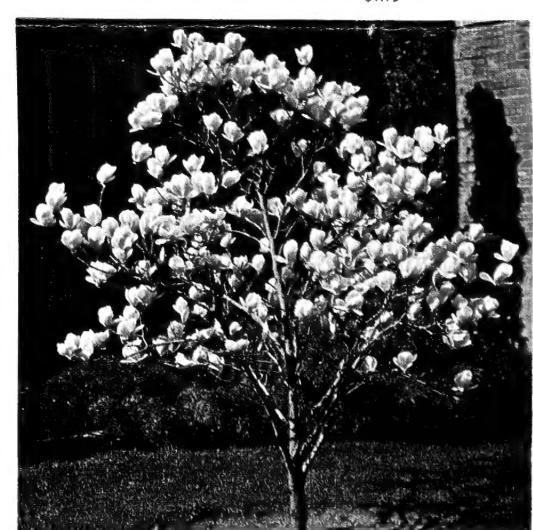


REDBUD

(*Hardy Zones 4 to 8, Max. Hgt. 30 ft.*)

Choice native small tree laden with masses of purplish pink flowers at break of spring. Pleasing heart-shaped foliage and picturesque form. Excellent for accent in shrub border. Or a grouping of 3 to 5 Redbud planted close together—perhaps 5 feet apart—will present a breath-taking picture. Completely hardy. Will take full sun or considerable shade. One of the finest small trees for naturalizing.

Field-grown, 3-4 ft., branched.
Institutional Price
Each Per 3 Each Per 6 Each Per 20 or More
\$1.50 \$1.40 \$1.25 \$1.10



SAUCER MAGNOLIA

(*Magnolia* *soulangeana*)
(*Hardy Zones 5 to 9, Max. Hgt. 25 ft.*)

This eye-catcher is best known and best loved of all Magnolias. Huge pinkish orchid blooms, large as saucers, appear before the foliage and completely cover the tree. Broad, rich green leaves lend a tropical appearance through the summer. Our plants are cutting-grown and bloom when very young. Plants 3 or 4 ft. tall, often have several flowers.

18-24 in., well branched, moss-balled.
Each Per 3 Each Per 6 Each Per 20 or More
\$2.25 \$2.15 \$2.00



RED BERRIED MOUNTAIN ASH

(*Hardy Zones 2 to 5, Max. Hgt. 40 ft.*)

Our favorite of the many Mountain Ash grown. Everyone who has seen Mountain Ash heavy with clusters of bright red berries through the autumn days will agree it is a gorgeous sight to behold. Excellent pyramid form. Fine foliage which takes on warm autumn coloration. No finer tree existing to line a driveway.

Hardiness makes it particularly good in far North. Grows better north of Zone 5.

Field-grown, 4-5 ft.

Each Per 3 Each Per 6
\$2.60 \$2.50 \$2.25



FLOWERING DOGWOOD

(*Hardy Zones 4 to 9, Max. Hgt. 30 ft.*)

Unquestionably the best ornamental small tree native to our northern woodlands. Gold, yellow, orange, before leaves appear, handsome foliage throughout summer turning scarlet in autumn; bright red berries and excellent silhouettes in winter. A superb little tree for specimen or massing against evergreens.

Field-grown, 2-3 ft., moss-balled.

Institutional Price
Each Per 3 Each Per 6 Each Per 20 or More
\$2.25 \$2.15 \$2.00 \$1.75

Identical to White Flowering Dogwood, except for porcelain pink flowers. No plant possesses more breath-taking beauty when in bloom.

Field-grown, 24-30 in., moss-balled.

Institutional Price
Each Per 3 Each Per 6 Each Per 20 or More
\$3.75 \$3.60 \$3.40 \$3.00

Identical to White Flowering Dogwood, except for porcelain pink flowers. No plant possesses more breath-taking beauty when in bloom.

Field-grown, 24-30 in., moss-balled.

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OUR SATISFIED CUSTOMERS

Your Best Guarantee

From coast-to-coast you will find Forrest Keeling Multiflora Fences protecting land and livestock. It's the Fence of a Lifetime and these customers have been kind enough to tell us their experiences with our Multiflora Rose.

"Want to add that the order for the 10,000 plants for the Ranch came through in fine shape, and they are very healthy plants, and am sure they will thrive." — *Johnstown*

FROM
COLORADO

FROM
INDIANA

"Last Saturday I received the shipment of Multiflora Roses ordered from you earlier in the season, and forwarded to me at Topeka, Indiana.

"During the past years I have had occasion to order nursery stock from various nurseries situated from the Atlantic Coast to the Rocky Mountains, and including localities in the South and Southwest, but the little shipment received from you, both in quality of the plants and the care taken in packing is as fine if not the finest I have ever received."

"Please accept my thanks for the more than honest way in which this order was filled. It will be a pleasure to recommend the Forrest Keeling Nursery to any of my friends and acquaintances." — *Topeka*

Letters of Praise for Forrest

These excerpts are taken from letters received by the nursery.

FROM
MISSOURI

"Two years ago I bought several thousand multiflora roses from your nursery. They have been so successful I want to put some more in this fall.

"Would appreciate it if you would reserve 850 two year old plants for me."
— Kirkwood

"It is now six months since I planted a fence of Multiflora Roses around my residence, and all my neighbors are watching it with keen interest. They all are amazed that every one of the plants is growing, because when I planted them they received no more care than just being placed in the soil, which is nothing but 'old hard pan'." — Maplewood



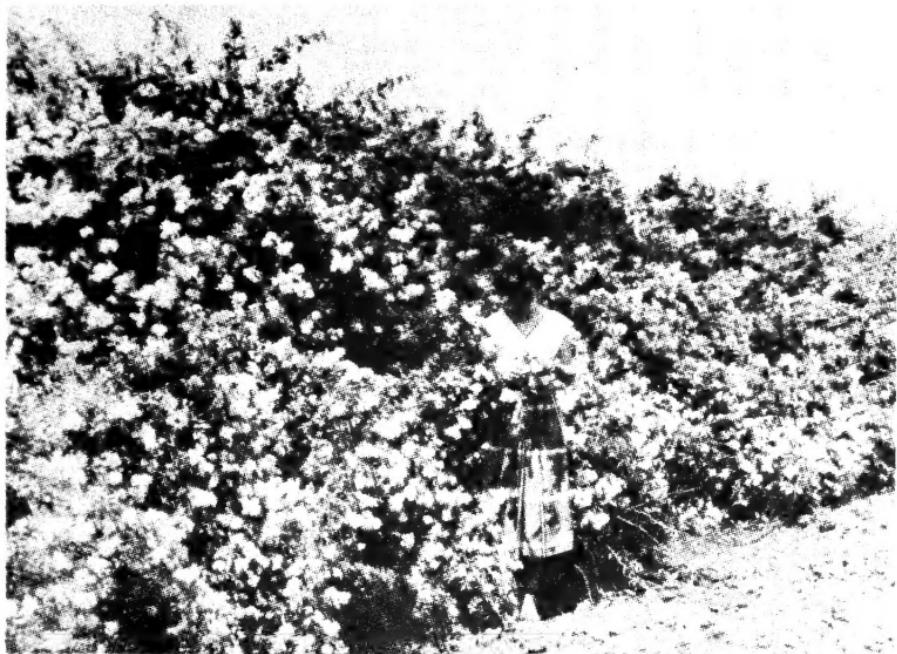
Selecting parent stock for Thorniness, Disease Resistance and Vigor.

FROM
VIRGINIA

"My husband and I were well pleased with your recent shipment of five hundred Multiflora roses (payment for which is enclosed). They were of unusually high quality, far superior to roses we have purchased from other sources." — Spencer

Keeling Multiflora Fence!

Letters on file in our office for inspection.



12 year Multiflora Fence Planted by Hugh Steavenson — "Horse-high, Bull-Strong, Goat-tight!"

"Last year I ordered a thousand plants of Multiflora Rose from you and I want to express my thanks for the nicest plants I ever received from any nursery — they were in perfect condition." — *Wakeeney*

"The farm advisor looked at the one year old Multiflora hedge and said it is the best he has seen. He thinks it will hold stock at two years old." — *Lawrence*



FROM A SOUTHERN STATE GAME AND FISH COMMISSION:

"We would like to place an order with you now for next fall delivery for 25,000 Multiflora Rose plants. The 20,000 plants we received from you this fall were excellent stock."

"You will be interested to know that survival of the plants so far is almost 100%. They are making vigorous growth at this time."



More Bouquets for Keeling Multiflora Roses!

MRS. MILDRED C. GETTY

344 Chase Ave.,
Lombard, Ill.
May 10, 1951

FROM
KENTUCKY

"Your excellent plants arrived in good shape and the initial loss was less than 1%." — Owensboro

Dear Sirs —

Thank you very much for sending our Spring order of 4000 Multiflora Roses as you did. They came in fine shape. The 1000 we ordered last fall came thru the winter just wonderful. We straw mulched them and they are beautiful now and so sturdy.

We hope to order from you again and encourage others to do likewise. It has been a pleasure to deal with you.

Thank you very sincerely,

Mrs. Mildred C. Getty

WHR AND LARRY DOMINO 50TH HERD SIRES
QUALITY REGISTERED HEREFORDS

Overhill Hereford Farm
Olathe, Kansas
April 2, 1951

A. K. SIMPSON
15TH & OAK STREETS
KANSAS CITY, MO.
PHONE VICTOR 6600

RAY WHETSTONE
AT THE FARM
OLATHE, KANSAS
PHONE OLATHE 11-7-8

Mr. Hugh Steavenson, Proprietor
Forrest Keeling Nursery
Elsmerry, Missouri

Dear Mr. Steavenson:

We have been planting some multiflora roses each year for the past few years. This year we received the information concerning your product and ordered 1500 of your No. 1 Standard plants.

They arrived at our farm a few days ago, and they are by far the finest plants that we have received from any company. They were quite uniform, lots of roots, and were certainly alive in every respect.

As the originator and developer of this fine product, I thought you would be pleased in knowing how well satisfied we are with the plants that you sent us. We have a practical operating Hereford farm, and we need these multiflora rose fences for windbreaks on the farm. We have a rolling hilltop farm, and there is not too much protection for livestock. We feel that, aside from the beauty that this fence will add to the farm, it will be invaluable for the protection of our livestock in the winter months.

Thanks a lot for taking such good care of us.

AKS:dlo

Very truly yours,
A. K. Simpson

VISIT
OUR FARM
LOCATED
4 MILES EAST
OF Olathe,
KANSAS, ON
MARSH CITY
ROAD

FROM
FLORIDA

"The Rosa multiflora plants received recently from your nursery have been planted in a row next to the thornless multiflora that we use here as a root stock. Perhaps you will be interested to know that these plants were set in the midst of our recent cold spell and I assure you that they are completely dormant. This hedge will be of great interest to all of us as a demonstration, and we are deeply grateful for your kindness. Incidentally, I wish to congratulate you upon the appearance of the package. This is one of the most attractive and correctly packaged horticultural items that I have received in some time." — Gainesville

"This will confirm the order placed earlier for fall delivery of 25,000 multiflora rose."

"The price is very reasonable for the quality of the stock ordered from you last year. All plants received, including those heeled in for spring planting, are doing very well."

FROM
IDAHO

FROM DIRECTOR OF A WESTERN STATE GAME COMMISSION:

"The plants we procured from you last year are doing very fine. As a matter of fact, they were the best multiflora rose seedlings that we procured during the year."

FROM OHIO:

"I am writing to ask about the price of Multiflora Rose again this year. Practically *none* of the roses I got last fall from you died. They are splendid. I will need perhaps 2,000 or 2,200 this fall as I bought the balance of our old farm from my brother." — *Willoughby*

FROM ILLINOIS:

"Of the 1,000 plants of your No. 1 Size which I set out last March all have made excellent growth except three — run over by a wheel in plowing. Attaining an average height of 28" in the past summer. I am willing to hazard the guess that I will have a cattle fence in less than three years!" — *Henry*

FROM WISCONSIN:

"The winter of '50-'51, it was 40 degrees below zero here. It never killed a plant. The tips froze back a little." — *Brownton*

FROM NEW JERSEY:

"The Multi-flora Rose Hedge that I planted three years ago from you is excellent. I planted them along the road near the cold frames and this does a wonderful job in protecting the windows from dogs or other animals, and is a wonderful windbreak." — *Caldwell*

FROM TENNESSEE:

"Want to express my thanks to you for your promptness in handling my recent order for roses — also to say I am highly pleased with the healthy appearance and fine root system of your plants." — *Nashville*

FROM ARKANSAS:

"Please send 10,000 of your number one plants. It might interest you to know that all we have purchased from you in the last four years are doing well." — *De Vall's Bluff*

FROM MISSISSIPPI:

"Please send immediately 1200 No. 1 grade Multiflora — I am an old customer re-ordering an item which has proved more than satisfactory." — *Jackson*

SOUTH CAROLINA Drive-in-Theater Owner:

"If this Multiflora continues to grow in the future as it has in the past, these windstorms high insurance rates and other troubles connected with ordinary fences are a thing of the past. — *Anderson, S. C.*



Forrest Keeling

NURSERY

HUGH STEAVENSON, Prop.

ELSBERRY, MO.

Originator and Developer of Multiflora Rose Fence.